

## ISA NorCal Transmitter Ad Rate Sheet & Ad Requirements

**Publisher:**

CMES, Inc.  
 Terry V. Molloy, P.E.  
 21 Caribe Isle  
 Novato, CA 94949  
 (415) 382-9420  
 tvmolloy@cmes.net

**Background:** A little over six years ago I took over the responsibilities for the editing and publication of the Transmitter. We have come a long way in that six years and a large part of the credit for that success is due to the support of our advertisers. Our costs have increased over the years but we have been able to hold the line on our ad rates so that only minimal increases have been needed. When we have had to increase ad rates it has usually been to control demand or to cover potential added cost, sometimes both. That is still the case today. Our goal has been to limit ad content to 50% of the twenty-page newsletter. The newsletter currently costs about \$2,800 per month to get in the hands of our members so we need to generate an average of \$300 per ad page to make it work. There are eighteen pages available for advertising in a twenty page Transmitter. We could go to a twenty-four-page newsletter but that would increase our mailing and printing costs by over \$400.

**A word about the ad sizes:** There are seventy-five square inches available per page for printing (7.5" x 10.0"). With room for a margin between columns standard ads can be 3.625" wide. Thus a standard half page ad would be 10.0" high and 3.625" wide or it could be 7.5" wide by 5.0" high. Similarly a quarter-page ad would be 5.0" high by 3.625" wide or it could be 7.5" wide by 2.5" high. These ad sizes allow the page to be divided up into four quadrants and provide the maximum flexibility for the layout of the newsletter. However, from the "attention grabbing" aspect, the odd sized ad may be worth the nominal extra cost discussed below.

**Changes for 2003 –2004:** The only two changes for this year affect the "odd" size ads. The one-third page, 4" x 6.25" (25 square inches), ad rate for all eleven issues will increase in cost to \$150 per issue. The half-page, 8" x 4.5" (36 square inches), ad rate for all eleven issues will increase in cost to \$185 per issue. The reason for the increase is that the layout of these ads on a page limits the use of that page for other advertising. If we had all one-third-page ads we would only have \$2,700 in ad revenue at the new rate. Fortunately, we have a variety of ad sizes and this means we only have to increase a few of our ad rates.

Ad Size / Per Issue Rate	Single Issue	4 to 8 Issues	All 11 Issues
Eight-Page: "w" x "h" 3.62" x 2.50"	\$125	\$90	\$75
Quarter-Page: "w" x "h" 3.62" x 5.00" 7.50" x 2.50"	\$175 \$175	\$140 \$140	\$115 \$115
Third-Page: "w" x "h" 4.00" x 6.25"	\$220	<b>\$185</b>	<b>\$150</b>
Half-Page: "w" x "h" 3.62" x 10.0" 7.50" x 5.00" 4.50" x 8.00" (or odd size)	\$275 \$275 \$300	\$225 \$225 <b>\$250</b>	\$170 \$170 <b>\$185</b>
Full-Page: "w" x "h" 7.50" x 10.0" Inside Cover Page (taken)	\$400 Not Available	\$350 Not Available	\$300 \$320

Employment Ad Quarter-Page: "w" x "h" 3.62" x 5.00"		\$125 May Require Setup Fee	Call (415) 382-9420	Call (415) 382-9420
-----------------------------------------------------------	--	-----------------------------------	------------------------	------------------------

The Inside Cover and Back Page Inside have both been taken for the 2003 – 2004 year.

**SETUP FEES:** The above rates include the setup fee for the initial ad. This assumes the ad is in Microsoft Publisher 2000 format and all fonts, and graphics are included as separate files on a CD-ROM. Ads in other formats or complex ads may require additional setup work. The advertiser will be notified and provided with an estimate for their approval before proceeding. Employment ads with logos or other graphics may also require a setup fee.

**CHANGE AD FEE:** Changes to the ad during the 2003 - 2004 year will incur a minimum \$25 fee. This fee is charged to setup the new ad in the Transmitter. The setup / layout rate is \$50 per hour to change or modify an ad after the initial ad is placed in the Transmitter. If you currently have multiple ads in the Transmitter there is no charge for rotating these ads as we have in the past. The fees here apply to new ads or modifications to existing ads. Please provide the rotation schedule in your return contract so that we can properly invoice you. This is especially important for ads that are different sizes.

**AD DESIGN FEE:** CMES has the ability to design and layout ads for our advertisers. While we do not want to compete with your graphic artist that does your line cards and other promotional material we can do design work that will be effective in getting your name in front of your customers and your message out. We bill this work at \$50 per hour and will provide an estimate prior to starting work.

**INVOICES:** We invoice one month in advance. We must pay the printer and the Post Office when the Transmitter is mailed. CMES, Inc. invoices are due upon receipt and we appreciate your prompt payment of the invoice.

**CANCELLATION OF ADS:** **The ad rates shown above apply the ads published in the Transmitter between the July 1, 2003 and June 10, 2004.** Occasionally it becomes necessary for an advertiser to cancel their ads prior to the end of the contract. When that happens the advertiser is responsible for paying the lesser of the cost for the remaining ads or the difference between the rate they paid and the applicable rate for the number of ads actually run.